

## CLAIMS

1-101. (Canceled)

102. (Previously added) A computer implemented method comprising the steps of:  
transmitting a customer's customer identification from a kiosk to a computer, said computer in communication with at least one database (1) containing incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said customer identification;  
determining incentive offer criteria satisfied by said customer's customer shopping habit data;  
communicating to said kiosk an incentive offer for said product associated with said incentive offer criteria satisfied by said customer's customer shopping habit data;  
inputting at a POS terminal of a retail store a customer identification in association with an identification of an item of a product being purchased by said customer; and  
providing said incentive to said customer when said customer purchases said product at said POS terminal.

103. (Previously added) The method according to claim 102 wherein said kiosk is located near said retail store.

104. (Previously added) The method according to claim 102 wherein said kiosk is located in said retail store.

105. (Previously added) The method according to claim 102 wherein said kiosk is located near an entrance of said retail store.

106. (Previously added) The method according to claim 102 further comprising the step of locating at least one additional kiosk away from an entrance of said retail store.

107. (Previously added) The method according to claim 102 wherein said kiosk comprises a booth or housing.

108. (Previously added) The method according to claim 102 further comprising the step of reading said customer identification into a customer interface of said kiosk.

109. (Previously added) The method according to claim 108 wherein said customer interface comprises a member of the set of a dumb terminal and an interactive terminal.

110. (Previously added) The method according to claim 108 wherein said customer interface comprises a touch screen interface.

111. (Previously added) The method according to claim 102 wherein said step of communicating to said kiosk an incentive offer for said product comprises printing said incentive offer.

112. (Previously added) The method according to claim 111 wherein said step of printing comprises thermal printing using a thermal printer.

113. (Previously added) The method according to claim 111 wherein said step of printing comprises printing at a rate of at least 500 lines per minute.

114. (Previously added) The method according to claim 102 further comprising the steps of:

transmitting an identification of a product from said kiosk to said computer, wherein said computer is in communication with a database containing price data in association with product identification; and

transmitting said product's price data from said computer to said kiosk.

115. (Previously added) The method according to claim 114 further comprising the step of displaying said product's price data at said kiosk.

116. (Previously added) The method according to claim 102 wherein said POS terminal is spaced apart from said kiosk.

117. (Previously added) The method according to claim 102 wherein said step of inputting comprises reading said customer identification at said POS terminal.

108. (Previously added) The method according to claim 102 wherein said step of inputting comprises reading an identification of said product.

119. (Previously added) The method according to claim 102 wherein said computer is a store level computer and further comprising the step of transmitting incentive offer criteria from a supervisory computer to said store computer.

120. (Previously added) The method according to claim 102 further comprising the step of displaying at said kiosk a list of incentive offers for products associated with incentive offer criteria satisfied by said customer's customer shopping habit data.

121. (Previously added) The method according to claim 102 further comprising the step of displaying at said kiosk a list of all incentive offers for products associated with incentive offer criteria satisfied by said customer's customer shopping habit data.

122. (Previously added) The method according to claim 102 further comprising the step of displaying at said kiosk a list of incentive offers for products (1) associated with incentive offer criteria satisfied by said customer's customer shopping habit data and (2) that meet criteria independent of said customer's shopping habit data.

123. (Previously added) The method according to claim 102 further comprising the step of setting a time limit to said incentive offer.

124. (Previously added) The method according to claim 123 wherein said time limit is on the order of a few hours.

125. (Previously added) The method according to claim 123 wherein said time limit is about 3 hours.

126. (Previously added) The method according to claim 102 further comprising the step of determining incentive offers for said customer based upon product stock availability.

127. (Previously added) The method according to claim 102 further comprising determining incentive offers for said customer based upon a quantity of said customer's customer shopping habit data associated with said customer's customer identification stored in said database.

128. (Previously added) The method according to claim 102 further comprising limiting a number of incentive offers communicated to said kiosk for said customer to a predetermined number.

129. (Previously added) The method according to claim 102 further comprising displaying at said kiosk for said customer (1) broadcast special offers and (2) offers that depend upon whether said customer's customer shopping habit data meets said incentive offer criteria.

130. (Previously added) The method according to claim 102 further comprising displaying at said kiosk for said customer broadcast special offers to said customer only if less than a predetermined quantity of customer shopping habit data associated with said customer identification is stored in said database.

131. (Previously added) The method according to claim 102 further comprising the steps of:

determining a number of product incentive offers for which said customer's shopping habit data satisfies said incentive offer criteria;

ranking said product incentive offers for which said customer's shopping habit data satisfies said incentive offer criteria;

displaying, based upon said ranking, a predetermined number of the ranked incentive offers at said kiosk to said customer.

132. (Previously added) The method according to claim 131 wherein said ranking depends upon value of said incentive.

133. (Previously added) The method according to claim 131 wherein said ranking depends upon price of said product.

134. (Previously added) The method according to claim 131 wherein said ranking depends upon a stock condition.

135. (Previously added) The method according to claim 102 further comprising the steps of:

determining a number of product incentive offers for which said customer's shopping habit data satisfies said incentive offer criteria;

providing at said kiosk a first predetermined number of said incentive offers to said customer; and

providing at said kiosk a second predetermined number of broadcast incentive offers to said customer.

136. (Previously added) The method according to claim 102 further comprising the step of downloading to said POS terminal a list containing identifications of all products for which incentive offer criteria associated with an identification of a product are stored in said database.

137. (Previously added) The method according to claim 102 further comprising the step of downloading to said POS terminal a list containing identifications of all products for which incentive offers are available to said customer.

138. (Previously added) The method according to claim 102 wherein said customer

shopping habit data comprises incentive receipt data for said customer's receipt of incentives.

139. (Previously added) The method according to claim 102 wherein said customer shopping habit data comprises a quantity of incentive offers for a product provided to said customer.

140. (Previously added) The method according to claim 102 wherein said customer shopping habit data is associated with an indication of a household associated with said customer.

141. (Previously added) The method according to claim 140 further comprising the step of providing the customer means to opt out of having incentive offer criteria being based upon household identification.

142. (Previously added) The method according to claim 102 wherein said incentive offer criteria associated with an identification of a product comprises a time after which said incentive offer is no longer available.

143. (Previously added) The method according to claim 102 further comprising the steps of classifying products by category and manufacturer; and

limiting incentive offers for products in a category to one manufacturer.

144. (Previously added) The method according to claim 102 further comprising the steps of:

transmitting a customer's store identification from said kiosk to said computer, wherein said computer is a first store computer;

determining that said store identification identifies a second store; and

querying a second store level computer for said second store for customer shopping habit data associated with said customer identification.

145. (Previously added) The method according to claim 102 further comprising the step of depending a value of an incentive offer provided at said kiosk upon whether said customer received a prior incentive.

146. (Previously added) The method according to claim 145 wherein said value is increased if a prior incentive offer to said customer was not accepted.

147. (Previously added) The method according to claim 102 wherein said incentive

criteria depend upon time since a customer's last purchase.

148. (Previously added) A system comprising:

means for transmitting a customer's customer identification from a kiosk to a computer, said computer in communication with at least one database (1) containing incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said customer identification;

means for determining incentive offer criteria satisfied by said customer's customer shopping habit data;

means for communicating to said kiosk an incentive offer for said product associated with said incentive offer criteria satisfied by said customer's customer shopping habit data;

means for inputting at a POS terminal of a retail store a customer identification in association with an identification of an item of a product being purchased by said customer; and

means for providing said incentive to said customer when said customer purchases said product at said POS terminal.

149. (Previously added) The system according to claim 148 wherein said kiosk is located near said retail store.

150. (Previously added) The system according to claim 148 wherein said kiosk is located in said retail store.

151. (Previously added) The system according to claim 148 wherein said kiosk is located near an entrance of said retail store.

152. (Previously added) The system according to claim 148 further comprising at least one additional kiosk located away from an entrance of said retail store.

153. (Previously added) The system according to claim 148 wherein said kiosk comprises a booth or housing.

154. (Previously added) The system to claim 148 further comprising means for reading said customer identification into a customer interface of said kiosk.

155. (Previously added) The system according to claim 154 wherein said customer interface comprises a member of the set of a dumb terminal and an interactive terminal.

156. (Previously added) The system according to claim 154 wherein said customer

interface comprises a touch screen interface.

157. (Previously added) The system according to claim 148 wherein said means for communicating to said kiosk an incentive offer for said product comprises means for printing said incentive offer.

158. (Previously added) The system according to claim 157 wherein said means for printing comprises means for thermal printing using a thermal printer

159. (Previously added) The system according to claim 157 wherein said means for printing comprises means for printing at a rate of at least 500 lines per minute.

160. (Previously added) The system according to claim 148 further comprising:  
means for transmitting an identification of a product from said kiosk to said computer, wherein said computer is in communication with a database containing price data in association with product identification; and

means for transmitting said product's price data from said computer to said kiosk.

161. (Previously added) The system according to claim 160 further comprising means for displaying said product's price data at said kiosk.

162. (Previously added) The system according to claim 148 wherein said POS terminal is spaced apart from said kiosk.

163. (Previously added) The system according to claim 148 wherein said means for inputting comprises means for reading said customer identification at said POS terminal.

164. (Previously added) The system according to claim 148 wherein said means for inputting comprises means for reading an identification of said product.

165. (Previously added) The system according to claim 148 wherein said computer is a store level computer and further comprising means for transmitting incentive criteria from a supervisory computer to said store level computer.

166. (Previously added) The system according to claim 148 further comprising means for displaying at said kiosk a list of incentive offers for products associated with incentive criteria satisfied by said customer's customer shopping habit data.

167. (Previously added) The system according to claim 148 further comprising means for displaying at said kiosk a list of all incentive offers for products associated with incentive offer

criteria satisfied by said customer's customer shopping habit data.

168. (Previously added) The system according to claim 148 further comprising means for providing at said kiosk a list of all incentive offers for products (1) associated with incentive offer criteria satisfied by said customer's customer shopping habit data and (2) that meet criteria independent of said customer's shopping habit data.

169. (Previously added) The system according to claim 148 further comprising means for setting a time limit to said incentive offer.

170. (Previously added) The system according to claim 169 wherein said time limit is on the order of a few hours.

171. (Previously added) The system according to claim 169 wherein said time limit is about 3 hours.

172. (Previously added) The system according to claim 148 further comprising means for determining incentive offers for said customer based upon product stock availability.

173. (Previously added) The system according to claim 148 further comprising means for determining incentive offers for said customer based upon a quantity of said customer's customer shopping habit data associated with said customer's customer identification stored in said database.

174. (Previously added) The system according to claim 148 further comprising means for limiting a number of incentive offers communicated to said kiosk for said customer to a predetermined number.

175. (Previously added) The system according to claim 148 further comprising means for displaying at said kiosk for said customer (1) broadcast special offers and (2) offers that depend upon said customer's customer shopping habit data meeting said incentive offer criteria.

176. (Previously added) The system according to claim 148 further comprising means for providing broadcast special offers to said customer only if a predetermined quantity of customer shopping habit data associated with said customer identification is stored in said database storing customer shopping habit data.

177. (Previously added) The system according to claim 148 further comprising:  
means for determining a number of product incentive offers for which said customer's



customer shopping habit data satisfies said incentive criteria;

means for ranking said product incentive offers for which said customer's customer shopping history criteria satisfies said incentive criteria;

means for displaying, based upon said ranking, a predetermined number of the ranked incentive offers at said kiosk to said customer.

178. (Previously added) The system according to claim 177 wherein said ranking depends upon value of said incentive.

179. (Previously added) The system according to claim 177 wherein said ranking depends upon price of said product.

180. (Previously added) The system according to claim 177 wherein said ranking depends upon a stock condition.

181. (Previously added) The system according to claim 148 further comprising:  
means for determining a number of product incentive offers for which said customer's shopping habit data satisfies said incentive criteria;

means for providing at said kiosk a first predetermined number of said incentive offers to said customer; and

means for providing at said kiosk a second predetermined number of broadcast incentive offers to said customer.

182. (Previously added) The system according to claim 148 further comprising means for downloading to said POS terminal a list containing identifications of all products for which incentive offer criteria associated with an identification of a product are stored in said database.

183. (Previously added) The system according to claim 148 further comprising means for downloading to said POS terminal a list containing identifications of all products for which incentive offers are available to said customer.

184. (Previously added) The system according to claim 148 wherein said customer shopping habit data comprises incentive receipt data for said customer's receipt of incentives.

185. (Previously added) The system according to claim 148 wherein said customer shopping habit data comprises a quantity of incentive offers for a product provided to said customer.

186. (Previously added) The system according to claim 148 wherein said customer shopping habit data is associated with an indication of a household associated with said customer.

187. (Previously added) The system according to claim 186 further comprising means for providing the customer means to opt out of having incentive offer criteria being based upon household identification.

188. (Previously added) The system according to claim 148 wherein said incentive offer criteria associated with an identification of a product comprises a time after which said incentive offer is no longer available.

189. (Previously added) The system according to claim 148 further comprising:  
means for classifying products by category and manufacturer; and  
means for limiting incentive offers for products in a category to one manufacturer.

190. The system according to claim 148 further comprising:  
means for transmitting a customer's store identification from said kiosk to said computer, wherein said computer is a first store computer;  
means for determining that said store identification identifies a second store; and  
means for querying a second store level computer for said second store for customer shopping habit data associated with said customer identification.

191. (Previously added) The system according to claim 148 further comprising means for depending a value of an incentive offer provided at said kiosk upon whether said customer received a prior incentive.

192. (Previously added) The system according to claim 191 wherein said value is increased if a prior incentive offer to said customer was not accepted.

193. (Previously added) The system according to claim 148 wherein said incentive criteria depend upon time since a customer's last purchase.

194. (Previously added) A computer implemented method comprising the steps of:  
transmitting a customer's customer identification from a kiosk to a computer, said computer in communication with at least one database (1) containing incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data

associated with said customer's customer identification;

determining incentive offer criteria satisfied by (1) said customer's customer shopping habit data and (2) product stock availability data;

communicating to said kiosk an incentive offer for said product associated with said incentive criteria satisfied by said customer's customer shopping habit data and product stock availability data; and

providing said incentive to said customer at a POS terminal when said customer purchases said product.

195. (Previously added) A system comprising:

means for transmitting a customer's customer identification from a kiosk to a computer, said computer in communication with at least one database (1) containing incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said customer's customer identification;

means for determining incentive offer criteria satisfied by (1) said customer's customer shopping habit data and (2) product stock availability data;

means for communicating to said kiosk an incentive offer for said product associated with said incentive offer criteria satisfied by said customer's customer shopping habit data and product stock availability data; and

means for providing the incentive defined by said incentive offer to said customer at a POS terminal when said customer purchases said product.

196. (Previously added) A computer implemented method comprising the steps of:

transmitting incentive offer criteria associated with an identification of a product from a supervisory computer to a store level computer for a store, said store level computer in communication with at least one database (1) for storing said incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said stores customers' customer identifications;

determining a determination at said store level computer if said incentive offer criteria is satisfied by a customer's customer shopping habit data; and

depending upon said determination, providing said incentive to said customer at a POS

terminal of said store when said customer purchases said product.

197. (Previously added) A system comprising:

means for transmitting incentive offer criteria associated with an identification of a product from a supervisory computer to a store level computer for a store, said store level computer in communication with at least one database (1) for storing said incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said store's customers' customer identifications;

means for determining a determination at said store level computer if said incentive offer criteria is satisfied by a customer's customer shopping habit data; and

means for, depending upon said determination, providing said incentive to said customer at a POS terminal of said store when said customer purchases said product.

198. (Previously added) A computer implemented method comprising the steps of:

storing in one or more databases incentive offer criteria associated with an identification of a product and customer shopping habit data associated with a customer's customer identification;

wherein said incentive offer criteria includes a quantity of said customer's customer shopping habit data associated with said customer's customer identification;

determining a determination if incentive offer criteria associated with said identification of said product is satisfied by said customer's customer shopping habit data; and

depending upon said determination, providing to said customer said incentive at a POS terminal of said store when said customer purchases said product.

199. (Previously added) A system comprising:

means for storing in one or more databases incentive offer criteria associated with an identification of a product and customer shopping habit data associated with a customer's customer identification;

wherein said incentive offer criteria includes a quantity of said customer's customer shopping habit data associated with said customer's customer identification;

means for determining a determination if incentive criteria associated with said identification of said product is satisfied by said customer's customer shopping habit data; and

means for, depending upon said determination, providing to said customer said incentive at a POS terminal of said store when said customer purchases said product.

200. (Previously added) A computer implemented method comprising the steps of:  
transmitting a customer's customer identification from a kiosk to a computer, said computer in communication with at least one database (1) containing incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said customer identification;

determining incentive offer criteria satisfied by said customer's customer shopping habit data;

communicating to said kiosk an incentive offer for said product associated with said incentive offer criteria satisfied by said customer's customer shopping habit data; and

communicating broadcast special offers to said kiosk and only if less than a predetermined quantity of customer shopping habit data associated with said customer identification is stored in said database storing customer shopping habit data.

201. (Previously added) A system comprising:

means for transmitting a customer identification from a kiosk to a computer, said computer in communication with at least one database (1) containing incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said customer identification;

means for determining incentive offer criteria satisfied by said customer's customer shopping habit data;

means for communicating to said kiosk an incentive offer for said product whose identification is associated with said incentive offer criteria satisfied by said customer's customer shopping habit data; and

means for communicating broadcast special offers to said kiosk only if less than a predetermined quantity of customer shopping habit data associated with said customer identification is stored in said database storing customer shopping habit data.

202. (Previously added) A computer implemented method comprising the steps of:  
transmitting a customer's customer identification from a kiosk to a computer, said

computer in communication with at least one database (1) containing incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said customer's customer identification;

ranking said product incentive offers for which said customer's shopping history criteria satisfies said incentive offer criteria;

displaying, based upon said ranking, only a predetermined number of the ranked incentive offers at said kiosk, according to the ranking of the incentive offers.

203. (Previously added) The method according to claim 202 wherein said ranking depends upon values of incentives defined by said incentive offers.

204. (Previously added) The method according to claim 202 wherein said ranking depends upon prices of products associated with said incentive offers.

205. (Previously added) The method according to claim 202 wherein said ranking depends upon a stock condition.

206. (Previously added) A system comprising:

means for transmitting a customer identification from a kiosk to a computer, said computer in communication with at least one database (1) containing incentive offer criteria associated with an identification of a product and (2) containing customer shopping habit data associated with said customer's customer identification;

means for ranking said product incentive offers for which said customer's shopping habit data satisfies said incentive offer criteria; and

means for displaying only a predetermined number of the ranked incentive offers to said customer, depending upon the ranking of the incentive offers.

207. (Previously added) The system according to claim 206 wherein said ranking depends upon values of the incentives defined by the incentive offers.

208. (Previously added) The system according to claim 206 wherein said ranking depends upon prices of said products associated with said incentive offers.

209. (Previously added) The system according to claim 206 wherein said ranking depends upon a stock condition.

210. (Previously added) A system for presenting customized special offers to customers,

the special offers including targeted offers to a customer selected from a plurality of customers, and for collecting purchasing behavior information concerning the customers, the system comprising:

- at least one computer,
- means for sending information from the customized offer list to at least one check-out,
- means for presenting customized special offers to customers, wherein said special offers include targeted offers to a customer selected from a plurality of consumers,
- and means for collecting purchasing behavior.

211. (Previously added) A system for presenting special offers to customers of a chain of stores, the special offers including customized targeted offers for specified customers, the system comprising:

- a supervisory computer,
- store level computers,
- said supervisory computer networked to said store level computers, wherein said supervisory computer periodically downloads special offers to said store level computers,
- means for generating a customized list of special offer available to a particular customer,
- means for presenting special offers to customers of a chain of stores.